

## **REMARKS/ARGUMENTS**

Reconsideration and withdrawal of the rejections of the application are respectfully requested in view of the remarks herewith.

### **I. STATUS OF THE CLAIMS AND FORMAL MATTERS**

Claims 1-7 are currently pending. Claims 1 and 4 independent claims.

### **II. CLAIM REJECTIONS UNDER 35 U.S.C. § 103(a)**

The Office Action rejected claims 1 and 3 under 35 U.S.C. § 103(a) as allegedly being unpatentable over U.S. Patent No. 6,152,029 to Templeton (hereinafter "Templeton") in view of U.S. Patent No. 7,375,842 to Kloosterman et al (hereinafter "Kloosterman"). The Office Action rejected claims 2, 4 and 5 under 35 U.S.C. § 103(a) as allegedly being unpatentable over Templeton in view of Kloosterman as applied to claim 1, and further in view of Val Skordin. Claim 6 was rejected under 35 U.S.C. § 103(a) as allegedly being unpatentable over Templeton in view of Kloosterman as applied to claim 1, and further in view of U.S. Patent No. 6,134,018 to Dziesietnik et al (hereinafter "Dziesietnik"). Claim 7 was rejected as allegedly being unpatentable over Templeton in view of Kloosterman and Skordin, and further in view of Dziesietnik.

Claim 1 as amended recites, *inter alia*:

"An image forming system which is for forming a fixed image on one of the sides of a plurality of recording media ...

a storage portion which is provided in the image forming apparatus to store the fixed image data output from the printing information output unit,...

**the printing information output unit attaching  
identifying data that indicates that data is the fixed image data  
when outputting the fixed image data; and**

**the printing information output control means recognizing image data output from the printing information output unit, to which the identifying data is attached, as the fixed image data, and causes the fixed image data to be stored in the storage portion.**” (Emphasis added)

As understood by Applicant, Templeton relates to a method for making a paper card with printed graphics and a magnetically encoded stripe in an in-line process.

As understood by Applicant, Kloosterman relates to a print job preparation method for a Variable Data Print job where a plurality of documents are to be printed and each of the documents are defined by variant elements related to content, layout and product intent.

The invention as defined in claim 1 is directed to an image forming system for forming a fixed image on one of the sides of a plurality of recording media and variable images different from each other on the other of the sides of the recording media. The image forming system is characterized by **identifying data being attached to the fixed image data when it is output from the printing information output unit**, such that **the image data to which the identifying data is attached is recognized as the fixed image data, and stored in the storage portion**.

The Office Action states that Kloosterman teaches that content data that is used multiple times is explicitly identified so as to enable a Raster Image Processed (“RIP”) process opportunities to be reduced. The Office Action further states that it would have been obvious to attach identifying data to content data to recognize that content data is used multiple times. “PPML is structured in a way that content that is used multiple times is explicitly identified...[l]eading one of ordinary skill in the art to believe the fixed image data is tagged with attached identifying information.

Kloosterman merely discloses that content data is identified. Kloosterman does not teach or suggest how to recognize content data. Furthermore there are various different and distinct

methods and processes for identifying content data. For example, in one identification method, the content data itself is analyzed. Therefore, Applicants submit that the feature of attaching data to content data, as recited in claim 1 is not taught or suggested by Kloosterman.

Furthermore claim 1 recites that the identifying data is attached to the image data by the printing information output unit. However, neither Kloosterman nor Templeton teach or suggest that identifying data, which differs from the actual image data, is attached to the image data by the device that outputs the image data (printing information output unit).

Therefore, in contrast to the invention as recited in claim 1, neither Templeton nor Kloosterman teach or suggest that **identifying data is attached to fixed image data when the fixed image data is output from a printing information output unit**. Accordingly, combining the teachings of the Templeton and the Kloosterman would not yield the invention defined in claim 1.

Thus, Applicant submits that claim 1 is patentable over Templeton and Kloosterman. For at least the same or similar reasons, Applicant submits that claim 4 is also patentable over Templeton, Kloosterman, and Skordin.

Claim 2, as recited in the present application, is directed to an image forming system, in which the printing information output unit displays a plurality of pieces of information, with the information representing a plurality of pieces of fixed image data which are stored in advance as a list. Claim 2 further recites a fixed image selecting means through which image data representing a fixed image to be formed on one of the sides of the recording media can be selected from among the plurality of fixed image data.

The Office Action asserts that Skordin discloses the features of the invention as recited in claim 2. In particular, the Office Action states that the “documents” disclosed in Skordin are akin to the fixed image data recited in claim 2.

However the fixed image data recited in claim 2 is the image to be formed on the recording media, in double sided printing, on the side opposite the side the variable image data is recorded on. In contrast, Skordin fails to disclose image data used in conjunction with double sided printing, but discloses that image data is recorded on the same side on which variable image is recorded on a recording media.

Therefore the “documents” disclosed in Skordin are completely different from the fixed image data as recited in claim 2. Skordin fails to teach or suggest storing **a plurality of fixed image data that represent fixed images to be formed on one of the sides of a plurality of recording media, displaying the plurality of fixed image data in a list, and enabling selection of a piece of fixed image data from among those in the list.**

Applicant submits that claim 2 is patentable over Skordin, Templeton, and Kloosterman.

Claims 6 and 7, recite using a page number zero to identify data. The Office Action states that Dziesietnik discloses that a tag for identifying a master document includes the particular page number. However, in contrast to Dziesietnik, the page number zero of claims 6 and 7, is used with for both identifying the fixed image data and for determining whether the image data should be stored in the storage portion. Dziesietnik fails to teach or suggest that the tag attached to the master document in determining whether image data should be stored in the storage portion.

Dziesietnik fails to disclose using specifically the page number zero in identifying information, but the Office Action further characterizes that this feature is obvious. Applicants

disagree because as most documents have no page number zero in document data and therefore the modification proposed in the Office Action would not be obvious.

For at least the reasons Applicant submits that claims 6 and 7 are patentable over Skordin, Templeton, Kloosterman, and Dziesietnik.

### **III. DEPENDENT CLAIMS**

The other claims in this application are each dependent on an independent claim discussed above, and are therefore believed patentable for at least the same reasons. Since each dependent claim is also deemed to define an additional aspect of the invention, however, the individual reconsideration of the patentability of each on its own merits is respectfully requested.

Similarly, because Applicant maintains that all claims are allowable for at least the reasons presented hereinabove, in the interests of brevity, this response does not comment on each and every comment made by the Examiner in the Office Action. This should not be taken as acquiescence of the substance of those comments, and Applicant reserves the right to address such comments.

**CONCLUSION**

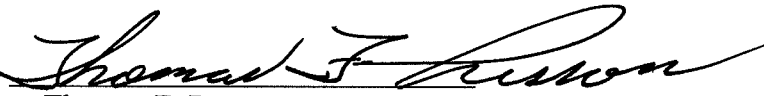
It is respectfully submitted that claims are in condition for allowance. In the event the Examiner disagrees with any of statements appearing above with respect to the disclosure in the cited reference, or references, it is respectfully requested that the Examiner specifically indicate those portions of the reference, or references, providing the basis for a contrary view.

Please charge any additional fees that may be needed, and credit any overpayment, to our Deposit Account No. 50-0320.

In view of the foregoing remarks, it is believed that all of the claims in this application are patentable and Applicant respectfully requests early passage to issue of the present application.

Respectfully submitted,

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